WESTLOCK SHOPPER SURVEY

1984

Westlock and District Chamber of Commerce

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Acknowledgements

The Westlock Shopper Survey represents the effort and co-operation of many people. The Westlock and District Chamber of Commerce undertook the survey to assess particular community needs. It was also intended to be beneficial to the Westlock Economic Development Committee in promoting the Town and improving community services. An ad hoc committee of the Chamber prepared the questionnaire, administered the survey, and tabulated the results. Members of the survey committee included: Norm Kitz, Anita Kitz, Trudie Black, Les Harris, Carolyn Kohlsmith and Bob MacLachlan. The Chamber executive assisted with the data tabulation.

Several Westlock businesses and offices facilitated the process by serving as depots for dropping off the completed questionnaires. These included: the A & M Store, Co-op Mall, Holyk Value Drug Mart, IGA Mall, Lindahl's Supermarket, MacKenzie I.D.A. Pharmacy, Medicine Bottle Drug Marts, and the Town Office. The Westlock Hub and Westlock News prepared the layout of the survey and carried the ad in both sections of each paper. The co-operation of the Westlock and district shoppers who took the time to complete and return questionnaires is gratefully acknowledged.

The report was produced by the Planning Branch, Alberta Municipal Affairs. Al McCully analyzed the data tabulations, and Ann McIntosh prepared the graphics and layout.

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Executive Summary

In September 1984, the Westlock and District Chamber of Commerce conducted a shopper survey. The purpose of the survey was to identify the goods and service needs of Westlock and area residents.

More specifically the questionnaire focused on four key issues.

(1) Where do people shop for specific goods and services?

(2) What goods, services, and industries are needed or desired in Westlock?

(3) Are people satisfied with Town services?

(4) Are there other problems which should be of concern to the Town?

The survey results will be useful to Westlock businesses, community service organizations, Economic Development Committee, and Town Council. The survey is very important to Westlock because it identifies: (i) potential opportunities for business improvement and development; and (ii) community services requiring improvement.

The following key points provide a brief summary of buying patterns and satisfaction levels with services.

1. Slightly more than half of the respondents live in rural areas (56%), while 44% reside in urban areas.

2. The vast majority of goods and services are obtained from Westlock businesses and service facilities. Except for three types of goods (holiday trailers and R.V.'s, and movies furniture), the responses indicated that the majority of goods and services in 35 key categories are obtained from suppliers in Westlock. Moreover, for all goods and services excepting (holiday trailers and R.V.'s, furniture and movies), the percentage of responses from those who obtained their goods and services in Westlock exceeds the combined total of those obtaining goods and services from competing centres.

3. There is, however, a significant percentage of certain goods and services obtained from outside Westlock. Those in the higher percentages (20% - 47%) tend to be: more expensive or specialized retail goods (major appliances, holiday trailers and R.V.'s, clothing, and shoes); food services (restaurants); transportation (grain elevators); wholesale trade (livestock marketing, farm machinery, and fertilizers); and other services (entertainment, swimming pool and curling rink).

4. In most instances the major competing centre for the categories of retail goods and food services is Edmonton, likely because of greater variety or selection. The major competing centre for the categories of wholesale trade (most farm operation needs) and transportation (grain elevators) was identified as Other, i.e. not Edmonton or St. Albert. Since most goods and services from these latter two categories are oriented toward the farming community, these centres are likely to be the location of the nearest grain elevator, or the nearest preferred farm equipment dealer. These Other centres could be Barrhead, Clyde, Pickardville, Thorhild, etc.

5. The majority of respondents (60%) don't shop in Edmonton regularly. About 35% shop in Edmonton monthly and only 4% weekly. Of the 18 goods or services identified as being purchased regularly in Edmonton, the three major items were clothing (38%), shoes (21%) and furniture (10%).

6. Those respondents shopping regularly in Edmonton do so because of: selection (46%), price (34%) and availability (20%).

7. The goods and services identified as being needed in Westlock are: butcher shop (16%); shoe store (15%); bookstore (15%); new or improved movie theatre (9%); clothing store with better selection (8%); and Other (35%).

8. Industries suggested for Westlock can be aggregated into the following categories: agriculture-related (61%), Other (14%), manufacturing (13%), forestry-related (6%) and petroleum-related (6%).

9. The major additional or improved recreational facilities needed in Westlock were stated to include: indoor swimming pool (50%), community hall (16%), and fitness centre (13%).

10. Satisfaction levels with selected community services in Westlock are generally high - police (93%), education (73%), and library (78%).

11. Problems the Town should be concerned with included: youth (19%), Other (18%), employment (17%), local business (12%), street maintenance (12%), traffic and pedestrian control (11%), and vacant properties maintenance (11%).

12. When asked whether dealing with the above problems would be worth a tax increase, 53% said no and 47% said yes.

13. The three most read newspapers are: the Hub (40%), Westlock News (32%), and the Edmonton Journal (17%). The three most listened to radio stations are: CFOK (39%), CHQT (13%), and CJCA (13%).

Although the response rate to the questionnaire was not high, it does give a good indication of the market situation and satisfaction levels with certain community services. The business community and the Economic Development Committee can utilize this information in preparing their marketing strategies. Town Council and community service agencies can also utilize the information to improve existing services and in the development of new facilities.

Introduction

The purpose of the Shopper Survey was to identify certain needs of residents in Westlock and surrounding area. More specifically it provides information on:

(1) where people shop for specific goods and services;
(2) goods, services and industries needed or desired in Westlock;
(3) the degree of satisfaction with Town services; and
(4) problems which should be of concern to the Town;

Results of the questionnaire will enable the Westlock Chamber of Commerce and Westlock Economic Development Committee to further improve the availability of goods and services to citizens of Westlock and surrounding area. The questionnaire will also be useful to the business community, investors, Town Council, and community service agencies. It indicates which services could be improved, and perhaps more importantly, identifies possible opportunities for business development and expansion.

Methodology

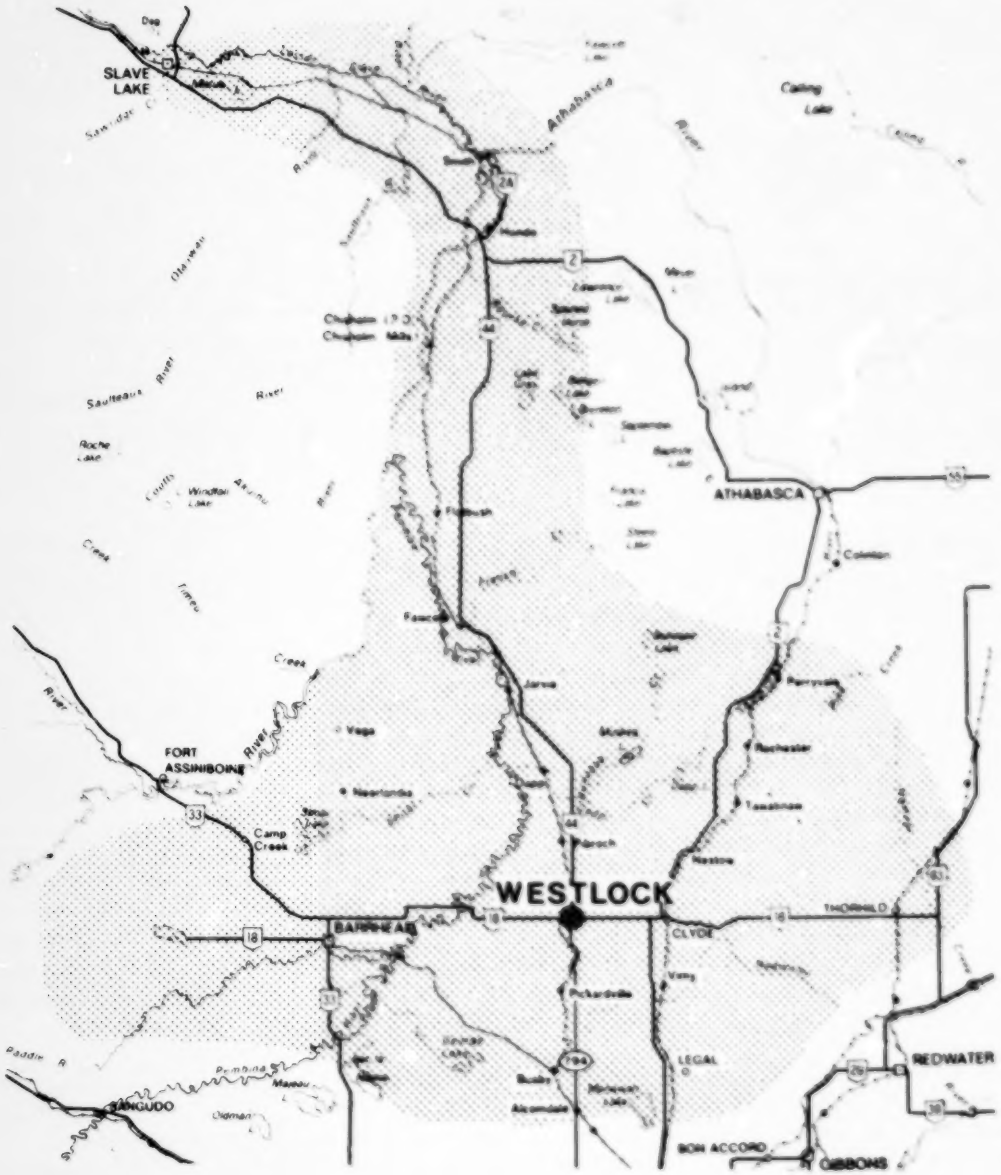
The survey was conducted by the Westlock and District Chamber of Commerce. The 14 question, one page questionnaire (see APPENDIX 4) was distributed in the Sept. 26, 1984 issue of the Westlock Hub and Westlock News. The two local weekly newspapers have a combined circulation total of about 14,300. The geographic area covered by the distribution of the papers is shown by MAP 1.1.

Completed questionnaires were returned to several Westlock locations including: the A & M Store, all drugstores, Co-op Mall, Lindahl's Supermarket, and the Town Office by Oct. 6, 1984. As an incentive to respondents, the Chamber of Commerce included a coupon on the questionnaire for a $100 cash draw. There were 316 questionnaires returned. The actual percentage rate of return is difficult to calculate accurately because of the considerable overlap in circulation area of the Hub and the Westlock News. The probable response rate on the questionnaire ranges from 4.3% return to 2.2%, depending whether complete overlap is assumed or whether no overlap is assumed. SECTION 7 provides some insight as to the degree of overlap in readership.

Although 316 questionnaires were returned not all questions had 316 responses, partly because some questions were not answered and partly because other questions were answered with multiple responses from a single respondent. For example, QUESTION 12 (What newspapers do you read?) generated the highest number of responses at 595. Other questions such as #8 (What industry would you like to see in Westlock?) produced only 64 responses. Therefore, the reader is requested to bear in mind that the analysis is based on the number of responses to each question or part thereof, rather than the actual number of questionnaires or respondents.

Regarding "rounding" of the statistics, the percentages are generally rounded to the nearest whole number. In instances where a large number of response percentages have a value of between 1.4 and 0.1, all those responses are identified as 1 or less.

MAP 1.1
SURVEY AREA



area covered by survey distributed through the Hub and Westlock News.

Sources: Westlock Hub and Westlock News. Westlock, Alberta, November 1984.

Westlock Shoppers Survey, Westlock and District Chamber of Commerce , 1984

In instances where the goods and services are grouped (except industries), the system used to aggregate the types is the Statistics Canada, Standard Industrial Classification (Minister of Supply and Services Canada, Ottawa, 1980).

1. Where do people reside?

QUESTION 1 provides a good indication of the rural/urban composition of the trade area. Total response was 266, with 56% being rural and 44% urban. It should be noted that only 85% of the respondents completed this question. The other 15% may have missed it or misunderstood it. For example, respondents living in hamlets or small villages may not consider their residence location to be rural or urban. Requesting respondents to identify the municipality in which they reside may have generated a better response.

TABLE 1.1

RESPONDENTS' RESIDENCE

Westlock Shoppers Survey, Westlock and District Chamber of Commerce, 1984.

2. Where do people purchase goods and services ?

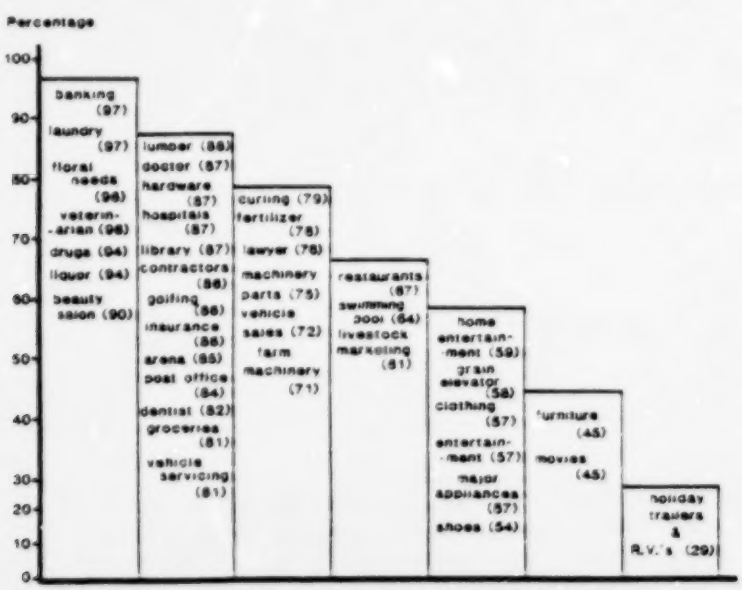
QUESTIONS #2 and #3 dealt with where residents of the Westlock area obtain their goods and services. These questions are of fundamental importance in determining buying patterns, outflow of purchases (retail, service and wholesale) from the community, and opportunities for business development in Westlock.

This SECTION examined 38 commonly consumed goods and services. To illustrate the percentage of goods and services obtained from Westlock, St. Albert, Edmonton, or Other locations, the response data are plotted on TABLES 2.1, 2.2, and 2.3. It should be noted that for these two questions the number of responses to each good or service type ranged considerably. "Farm machinery" generated only 104 responses, demonstrating perhaps that only about 1/3 of the total respondents were farmers and that they probably buy most of their machinery in a single location. "Clothing" purchases, on the other hand, produced 410 responses indicating that everyone buys clothing, and that many respondents buy in more than one shopping area.

TABLE 2.1 illustrates the percentage of each good or service obtained in Westlock, TABLE 2.2 shows the percentage obtained from the first highest competing urban centre, and TABLE 2.3 shows the percentage obtained from the second highest competing centre.

The responses clearly show that the vast majority of goods and services are obtained from Westlock businesses and service outlets. For all itemized goods and services excepting three (holiday trailers and RV's, and movies and furniture), Westlock outlets had higher percentages than other competing centres. Moreover, for all goods and services excepting (holiday trailers and R.V.'s, furniture and movies) the percentage of goods and services obtained in Westlock exceeded the combined total acquired from all competing centres.

TABLE 2.1 GOODS/SERVICES OBTAINED IN WESTLOCK

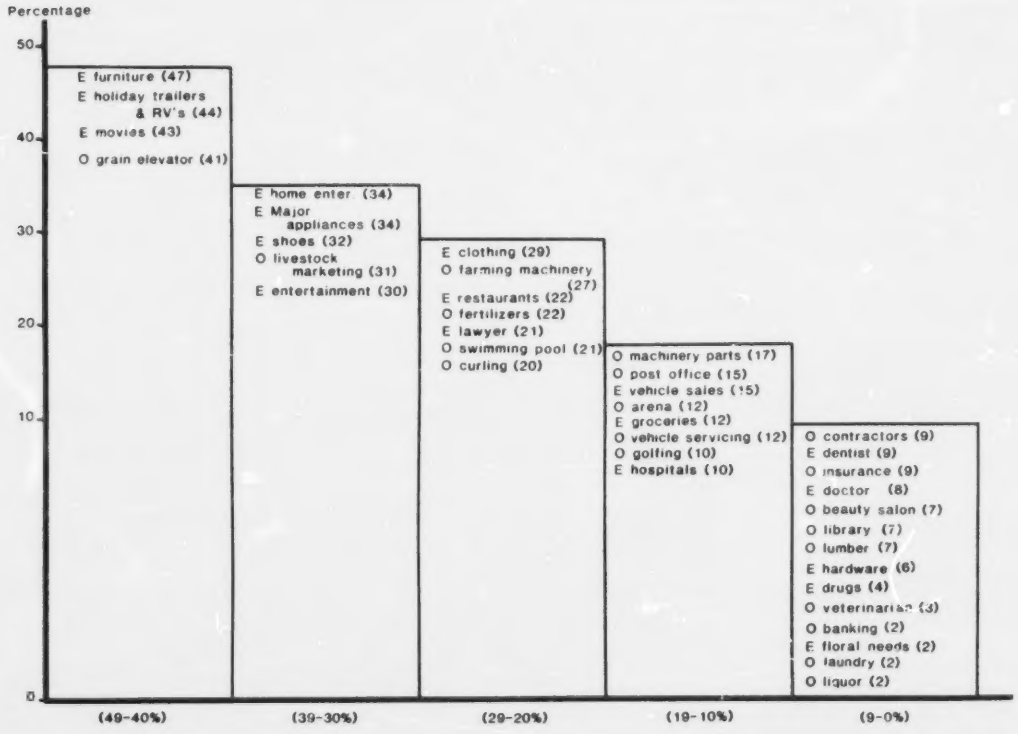


Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

It is important not only to identify the percentage of goods and services obtained in Westlock, but also to determine what percentage are obtained from other centres competing with Westlock. TABLE 2.2 shows the first highest competing centre for goods and services, and TABLE 2.3 illustrates the second highest competing centre.

TABLE 2.2 reveals that a significant percentage of selected goods and services are obtained from Westlock's competitors. Those goods and services in the higher percentages (20% to 47%) tend to be the more expensive or specialized retail goods (major appliances, RV's, clothing, shoes); food services (restaurants); transportation (grain elevators); wholesale trade (livestock marketing, farm machinery, and fertilizers); and Other services (entertainment, swimming pool and curling rink). In most instances the competing centre for the retail goods and food services is Edmonton, likely because of greater variety and selection. The wholesale and transportation items, however, are obtained from Other centres. Most goods and services in the transportation and wholesale groups are oriented toward the agricultural community and are likely to be equipment dealers and grain elevators in smaller centres: e.g. Barrhead, Clyde, Pickardville, Thorhild, Legal, Athabasca, etc.

TABLE 2.2 GOODS AND SERVICES OBTAINED FROM HIGHEST COMPETING CENTRE

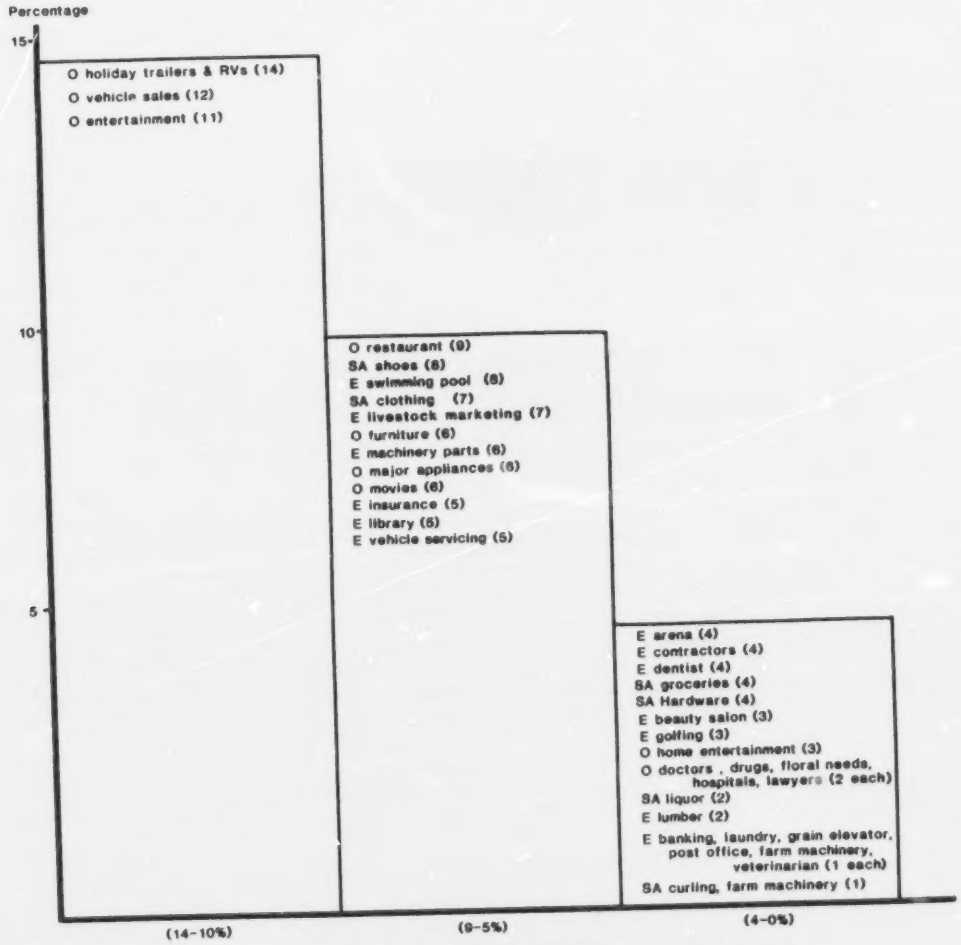


Note Letter E preceding goods or services indicates Edmonton, and Letter O preceding goods or services indicates Other Centre(s).

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

The goods and services obtained from Westlock's second highest competing market area are similar to those acquired from the highest competing area (see TABLE 2.3). These include: retail goods (RV's, vehicles, shoes, clothing, furniture, major appliances); wholesale (livestock marketing and machinery parts); food services (restaurants); and other services (entertainment and swimming pool). Again, either selection or geographic proximity to the respondent are likely the reasons for obtaining goods and services in Edmonton, Other centres, and St. Albert. It is interesting to note that nearly all the St. Albert items are in the retail group, and are generally lower in percentage than purchases in Edmonton and Other centres.

TABLE 2.3 GOODS AND SERVICES OBTAINED FROM SECOND HIGHEST COMPETING CENTRE



Note Letter O preceding goods or services indicates Other centre(s)
Letter E indicates Edmonton and
Letters SA indicates St. Albert.

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

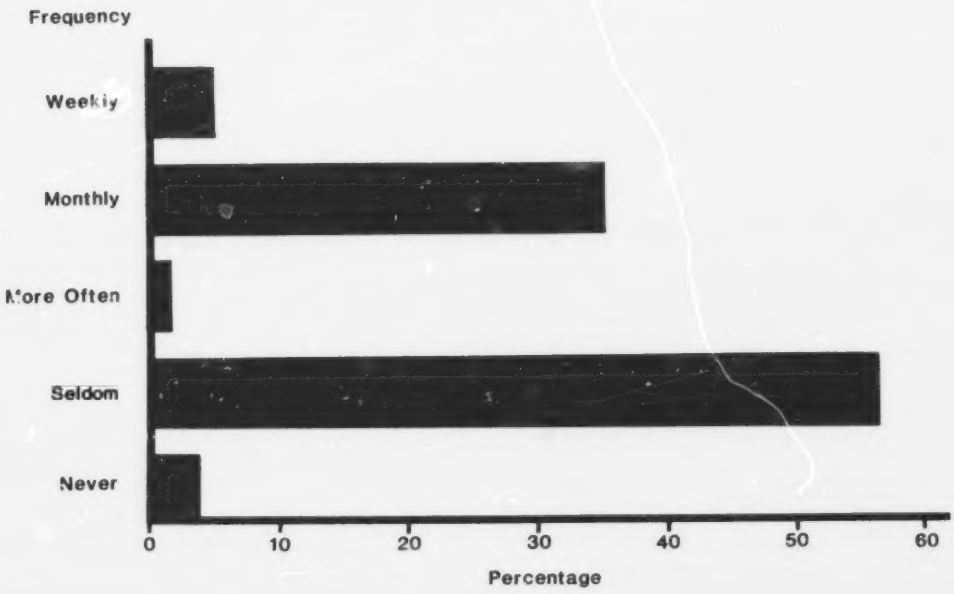
3. Frequency and reason for Edmonton shopping

Because Edmonton was anticipated to be Westlock's single highest competing centre, QUESTIONS #4 and #5 on the survey address the very relevant concerns about "How often people shop in Edmonton"; and perhaps more important, "Why do they shop there"?

The question on frequency of Edmonton shopping generated a 98% response rate. The results are shown on TABLE 3.1.

The majority of respondents (60%) in TABLE 3.1 indicate they don't shop in Edmonton regularly. Approximately 35% shop there monthly and only 4% weekly.

TABLE 3.1 FREQUENCY OF EDMONTON SHOPPING



Note "Never" was not included in survey question, but several respondents wrote it in.

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

TABLE 3.2 provides percentages for the reasons why shoppers obtain specified goods and service in Edmonton. The respondents listed the goods and services shown by TABLE 3.2. Eighteen items were identified, only three of which (clothing 38%, shoes 21%, and furniture 10%) were named in more than 5% of the responses. There is a definite correlation between the top goods identified in TABLE 3.2, and those higher percentage ones shown by TABLES 2.2 and 2.3 which are obtained in Edmonton.

TABLE 3.2 GOODS AND SERVICES PURCHASED REGULARLY IN EDMONTON AND REASON

GOODS/SERVICE	PRICE	AVAILABILITY	SELECTION	TOTAL RESPONSES	PERCENTAGES
	(# of responses)		(# of responses)		
clothing	40	20	52	(112)	38%
shoes	20	12	30	(62)	21%
furniture	10	6	12	(28)	10%
groceries	8	2	6	(16)	5%
auto parts	4	4	6	(14)	5%
major appliances	4	1	6	(11)	4%
toys	3	1	4	(8)	3%
books	1	3	3	(7)	2%
foods	3	2	2	(7)	2%
sporting goods	2	1	4	(7)	2%
gifts	2	1	3	(6)	2%
entertainment		2	2	(4)	1%
movies		1	2	(3)	1%
fresh produce	1	1	1	(3)	1%
art supplies		1	1	(2)	1%
income tax			1	(1)	
fabrics	1			(1)	2%
computers			1	(1)	
Total responses & percentages	(99) 34%	(58) 20%	(136) 46%	(293)	100%

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

TABLE 3.2 reveals some additional interesting information. Firstly, the responses show that people tend to shop in Edmonton for more than one reason. Usually all three reasons (price, availability, and selection) were checked off. Secondly, contrary to popular belief, price may not be the primary reason, except for groceries. Selection tended to be the main reason. The percentage of responses according to reason were as follows: selection (46%); price (34%) and availability (20%). It is possible that trips to Edmonton are precipitated by the need/desire for one or two goods, but while there, additional merchandise is obtained. Additional research should be conducted to determine if there are other reasons for shopping outside Westlock, and if shoppers are starting to obtain a wider range of their needs while on these trips.

4. Goods/services/industries needed in Westlock

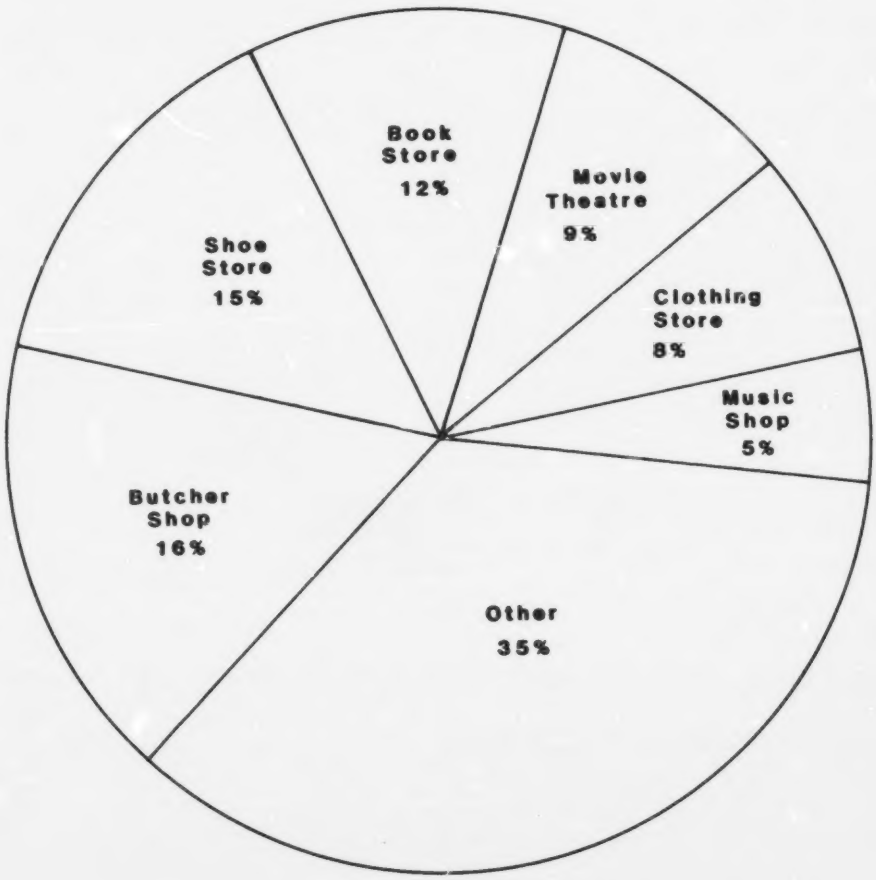
QUESTIONS #6, #7, and #8 identify what additional goods, services (including recreational facilities), and industries are needed or desirable in Westlock. These answers, when combined with the results of SECTIONS 2 and 3, provide an indication as to possible opportunities business improvement and development, and expansion of community services in Westlock.

4.1 Goods and services

QUESTION #6 asking what goods and services are needed in Westlock generated 463 responses. Generally, the top five responses (60% of the total responses) support the results from previous Sections. The more significant responses included: butcher shop (16%); shoe store (15%); book store (12%); clothing store with better size selection (larger sizes) and moderate prices (8%); and new or improved movie theatre (9%). TABLE 4.1 lists the goods and services identified. A detailed breakdown of the is provided in APPENDIX 1.

TABLE 4.1

GOODS AND SERVICES NEEDED IN WESTLOCK



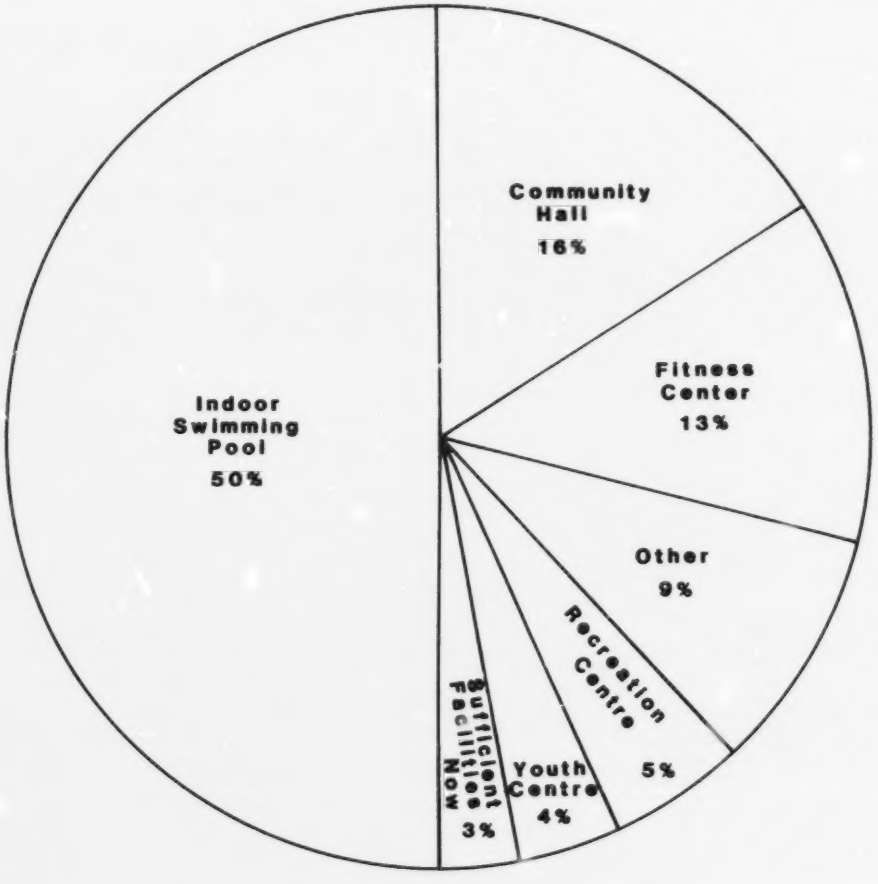
Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

4.2 Recreation facilities and services

TABLE 4.2 identifies additional recreational facilities needed in Westlock. The overwhelming favourite is for an indoor swimming pool (50%), followed by community hall (16%), and fitness center (13%). This question produced 334 responses directed toward a wide variety of facilities and services. A detailed listing of the responses is provided in APPENDIX 2.

TABLE 4.2

RECREATION FACILITIES AND SERVICES NEEDED



Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

4.3 Industries suggested for Westlock

QUESTION #8 asked which industries respondents would like to see locate in or near Westlock. There were 64 responses, nearly all of which fall into the Standard Industrial Classification's broad division of Manufacturing Industries. Rather than using the SIC's more detailed system to categorize the responses, a simpler more descriptive set of categories is used. The industries suggested for Westlock were as follows: agriculture - related (61%), Other (14%), manufacturing (13%), forestry-related (6%), and petroleum - related (6%). Approximately 33% of the responses suggested a meat packing plant would be appropriate for Westlock.

TABLE 4.3 INDUSTRIES SUGGESTED FOR WESTLOCK

Agriculture 61% ag-related meat packing plant (33%) grain product industry rapeseed plant dairy product processing grain/pasture research facility fertilizer plant vegetable cannory alfalfa plant	**Manufacturing 13%** textiles clothing shoes toys farm machinery pipe trailer industry cement blocks tannery
Other 14% warehousing truck terminal distribution centers cottage craft industry business college technical college create tourist attraction get more gov't buildings large mall with major stores	**Forestry 6%** lumbermill planner mill paper re-cycling furniture factory **Petroleum 6%** oil refinery oil/gas servicing plastics manufacturing oil/gas research centre

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

5. Satisfaction with police, education and library services

Satisfaction levels with three selected municipal services are high - police 93%, education 73% and library 78% (see TABLE 5.1). To keep these levels high and to identify concerns, respondents comments have been included.

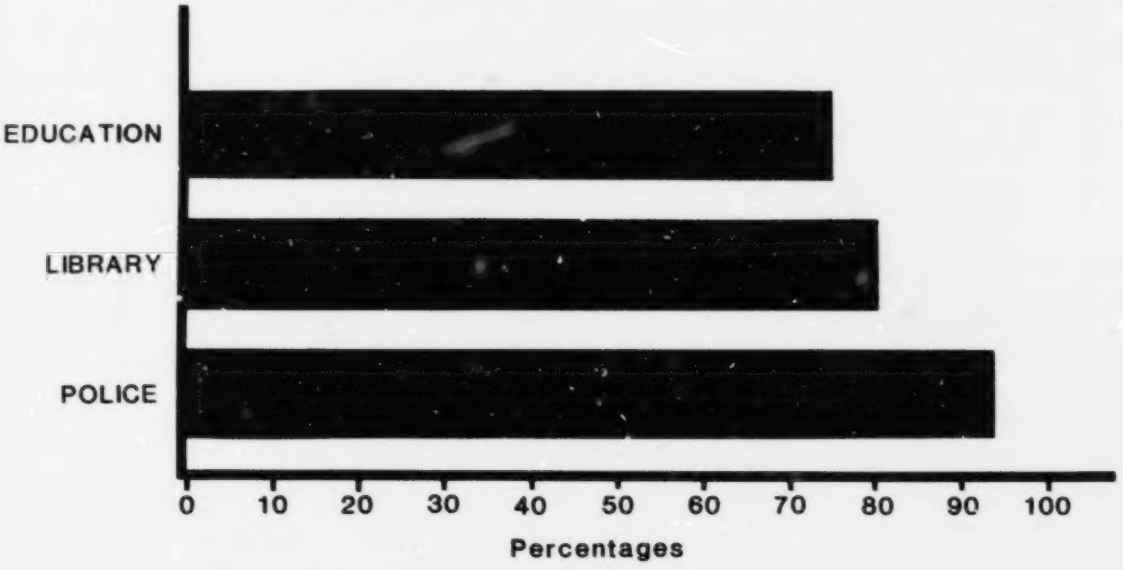
5.1 Police

The question regarding satisfaction with the R.C.M.P. produced 289 responses, a 91% response rate. Of those responses a total of 93% were very satisfied or fairly satisfied. Only 7% were dissatisfied. Areas of dissatisfaction included:

- no one at the station after 5 p.m.
- slow response to calls
- lack of control of student driving at noon

TABLE 5.1

SATISFACTION WITH POLICE, EDUCATION AND LIBRARY SERVICES



Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

5.2 Education

The question on satisfaction with the education system generated an 84% response rate. Satisfaction levels were high with 73% satisfied, and 27% dissatisfied. Numerous comments were expressed, the top three of which combined to total 57%. The response percentages and the comments are shown on TABLE 5.2.

TABLE 5.2 COMMENTS ON EDUCATION SERVICES

21% - need further education facility and vocational classes
18% - not enough control at high school level classes
18% - need new elementary school away from highway
6% - learning disabled need more help
6% - poor teachers
6% - unfair busing
4% - poor administration
4% - need adult night classes
3% - French should be taught at all levels
3% - classes too large
3% - should be no student cars
1% - need to get back to 3 R's
1% - not enough field trips
1% - employees should supply own transportation if living outside M.D.
1% - too many administrators
1% - need improved teaching
1% - younger children should be able to use cafeteria
1% - facilities are inadequate
1% - agree with Board's decision in busing children from other areas.

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

5.3 Library

Satisfaction levels with the library services were also high. The response level was 67%. Seventy-eight percent were satisfied and 22% were dissatisfied. The major comment was for longer hours (28%), especially for working people. The comments included:

- longer hours required, esp. for working people (28%)
- poor staff (attitude)
- not enough selection
- handicap access
- costs too much to join
- volunteers needed to facilitate use of handicap tapes
- would like children story hour
- would like to take out more than 4 books
- bouquet to volunteers
- need Christian books
- don't know location
- should study Saskatchewan library system

6. Problems the town should be concerned with

QUESTION #10 asked respondents to identify any other problems the Town should be concerned with. The response rate was 82%. The comments ranged from concerns which the Town has control over, to those which are the responsibility of others, i.e. the business community, parents, schools, or property owners. The major concerns involve: youth (19%); employment (17%); local business (12%); street maintenance (12%); traffic and pedestrian control (11%) and vacant property maintenance (11%). The concerns are summarized in TABLE 6.1. Detailed comments are provided in APPENDIX 3.

TABLE 6.1

PROBLEMS THE TOWN SHOULD BE CONCERNED WITH

SOURCE:

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

QUESTION #10(b) inquiring as to whether dealing with the above problems would be worth a tax increase elicited a 50% response rate. The results were not particularly conclusive due to the low response rate, and because 53% of the responses were no, and 47% yes (see TABLE 6.2).

TABLE 6.2

WOULD DEALING WITH THESE PROBLEMS BE WORTH A TAX INCREASE ?

SOURCE:
Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

7. Newspapers and radio stations used

The question as to which newspapers are read produced 595 responses, the highest response rate of the questionnaire. This indicates a high identification with newspapers, and that many respondents read more than one paper. There is also overlap in circulation area of the Hub and Westlock News. Some residents are probably reading both local papers, and others a local paper and an Edmonton paper. Readership is shown on TABLE 7.1.

TABLE 7.1

NEWSPAPERS READ

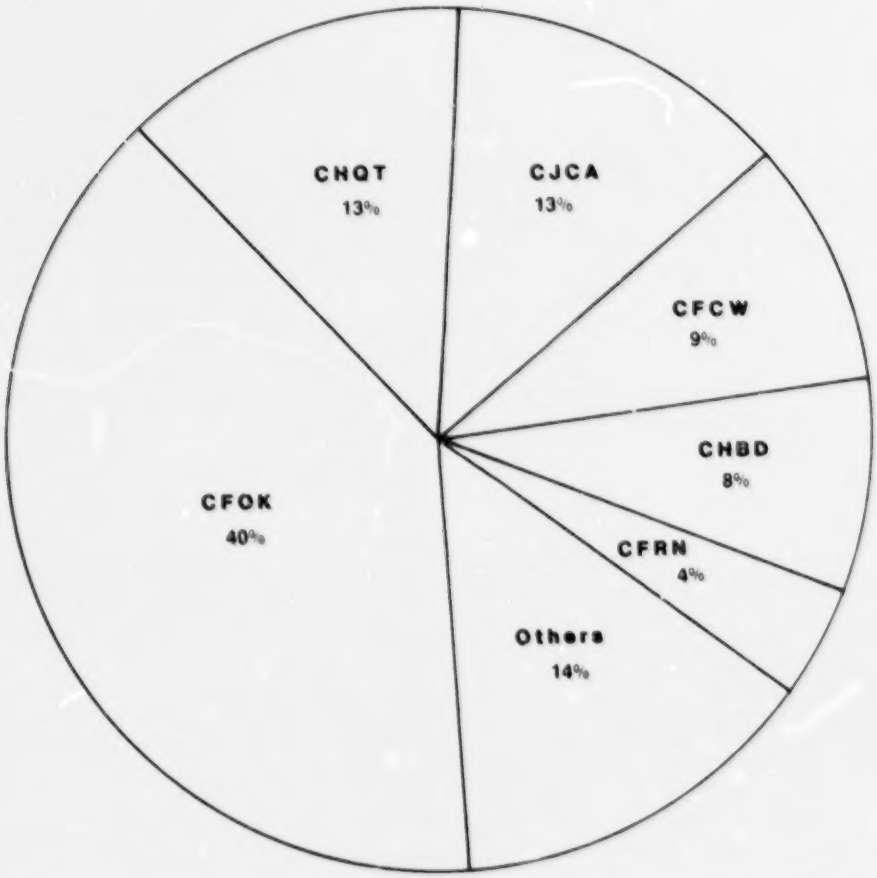
SOURCE:

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

A variety of radio stations are listened to. As with the newspapers, more than one station was listed by individual respondents as 396 responses were tabulated. The local station CFOK has the highest audience. The percentage ratings are shown, by TABLE 7.2.

TABLE 7.2

RADIO STATIONS LISTENED TO



SOURCE:
Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

Conclusions

The Westlock Shopper Survey provides an up-to-date indication of the market situation and satisfaction levels with selected community services. It indicates: (i) where people most frequently obtain 38 key goods and services; (ii) the major competition for goods and services; (iii) primary reasons for shopping in Edmonton; (iv) goods and service outlets required in Westlock; (v) additional recreational facilities required; (vi) satisfaction levels with police; education, and library services; (vii) other problems the Town should be concerned with; and (viii) newspapers and radio stations used.

A summary of the responses to these important questions is as follows.

(1) The vast majority of the total of 38 goods and services are obtained from Westlock businesses and service facilities. For all goods and services excepting three categories (holiday trailers and R.V.'s, furniture, and movies). The number of responses from those shopping in Westlock exceeded the combined purchases for other centres.

(2) The goods and services obtained from outside Westlock tended to be: big ticket items (appliances, holiday trailers and R.V.'s); specialized retail goods (clothing, shoes); restaurants; grain elevators; wholesale trade (livestock marketing, farm machinery, and fertilizers); pools, and curling rinks).

In most instances the major competing for retail goods and food services is Edmonton. The major competing centre for wholesale trade (most farm operation needs) and transportation (grain elevators) was identified as Other, i.e. not Edmonton or St. Albert.

(3) The majority of respondents (60%) don't shop in Edmonton regularly. About 35% shop there monthly and only 4% do so weekly. Of the 18 goods and services identified as being purchased regularly in Edmonton, the major items were: clothing (38%), shoes (21%), and furniture (10%). Respondents shop in Edmonton because of: selection (46%), price (37%) and availability (20%).

(4) The major goods and services needed in Westlock were identified as being: a butcher shop (16%), shoe store (15%), theatre (9%), and a clothing store with better selection (8%).

(5) Additional recreational facilities wanted included: an indoor swimming pool (50%), community hall (16%) and a fitness centre (13%).

(6) Satisfaction levels with three selected community services in Westlock are high: police (93%), library (78%), and education (73%).

(7) Problems the Town should be concerned with included: youth (19%), other (18%), employment (17%), local business (12%), street maintenance (12%), traffic and pedestrian control (11%), and vacant properties maintenance (11%).

The results provide useful information for the business community in making decisions on improving service, expansion, and diversifying. The Westlock Economic Development Committee can also utilize the data in the preparation of its economic development plan, and in the promotion of the community. Some caution, however, should be exercised in the interpretation of the survey. The rationale behind shopping preferences can be complex and changeable. Moreover, detailed economic feasibility analysis should be undertaken prior to establishing new businesses. For example, simply because the survey indicates Westlock and area residents buy R.V.'s in Edmonton, it doesn't necessarily follow that an R.V. business in Westlock would be viable.

The responses to questions on community services may be used by the Town Council and community service agencies responsible for provision of facilities and programs. Many of the responses to the question on Town problems focused on such issues as youth, employment, and image of the Town. These important issues should be of concern to everyone interested in the future of Westlock.

It is recommended that shopper surveys be conducted in Westlock on a more regular basis. The survey should be repeated in one or two years when the impact of major retail expansion in Edmonton (West Edmonton Mall and the mega supermarkets) has stabilized. Lastly, it is also suggested that the benefits of future surveys could be enhanced by:

(i) obtaining a more detailed profile of the respondent (municipality of residence and employment, occupation, age/sex, income level, etc.);
(ii) identifying key goods or services which trigger shopping outside Westlock;
(iii) achieving an even distribution of survey responses and higher response rate; and
(iv) determining what the respondents' perceptions of an ideal shopping experience and an ideal community are, i.e. what would convince people to shop locally.

Appendix 1

Goods and Services Needed in Westlock

Good or Service	Percentage
- butcher shop	16%
- shoe store	15%
- book store	12%
- movie theatre (new or improved)	9%
- clothing store (better size selection - larger sizes - and moderate prices)	8%
- music shop (w/sheet music, records, tapes)	5%
Other	35%

(each item listed below is 2% or less)

- small appliance repair
- arts and crafts store (better equipped)
- machine shop
- art supply store
- Food for Less
- McDonalds
- Safeway
- Massey-Ferguson dealer
- bulk food store
- refrigeration repair and service
- welding shop
- maternity shop
- sporting good store
- building supply store
- massage parlor
- art gallery
- baby sitting service (while shopping)
- gift shops
- better deli
- toy store
- major appliance
- radio and TV repair
- dry goods store
- slaughterhouse
- A & W Restaurant
- Brick Warehouse
- more restaurants
- R.V. shop, parts, service
- bakery
- live theatre
- electrical shop
- K-Mart
- bearing house
- wallpaper store
- tailor
- Catholic book store
- Honda dealer
- plumber and gasfitter
- Canadian Tire Store
- bridal shop
- pet shop
- Woolworths
- ceramic shop
- specialty stores
- music teacher
- laundromat
- Consumers Distributors
- singles drop-in
- infant daycare
- skating rink
- Fanny's Fabrics
- health spa
- better TV channel station
- Big N' Tall
- large chain store
- 24 hour convenience store
- Zellers
- decorating center
- livestock equipment and health supplies
- dog grooming
- teenshop
- taxi
- drug store (in Co-op Mall)
- Woolco
- blacksmith
- camera shop
- Bay store
- furniture upholstery
- labour pool (Blue Army)
- Datsun dealer

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

Appendix 2

Recreation Facilities and Services Needed

Facility or Service	Percentage
- indoor swimming pool	50%
- community hall	16%
- fitness center	13%
- complete recreation center	5%
- youth center	4%
- sufficient facilities now	3%
Other	9%

(facilities/services listed below are each 1% or less)

- larger pool
- roller skating
- sauna
- evening entertainment for adults
- non-smokers' bingo
- expanded race track
- more playgrounds
- trails (bicycle, jogging,walking
- catering
- square dancing
- broom ball
- family get together
- better bowling alley
- more non-league bowling
- non-smoking areas in restaurants
- judo
- complete existing facilities
- bus to ski hill (Sat. & Sun.)
- ringette
- lawn bowling

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

Appendix 3

Other Problems The Town Should Be Concerned With

1. 19% YOUTH
   - students and cars downtown at noon
   - too many cars at school
   - need more activities for teens
   - drug and alcohol problem
   - should be no cars at school
   - too many students downtown during school hours
   - need 11:00 curfew

2. 17% EMPLOYMENT - JOBS AND INDUSTRY NEEDED

3. 12% LOCAL BUSINESS
   - poor attitude toward customers
   - poor business support of fair
   - unattractive business fronts
   - need committee to police business re: care and maintenance of buildings
   - condition of I.G.A. parking lot
   - lack of business cooperation or support for one another
   - high prices, low wages
   - do away with Wacky Saturday
   - poor machinery part selection
   - new business not welcomed
   - longer bus depot and banking hours
   - better Greyhound service
   - bars should close at 11:00 p.m., Mon. - Thurs.
   - too many restaurants serve liquor
   - industrial park vacancies

4. 12% STREET MAINTENANCE AND CLEANING
   - sidewalks need sanding, especially downtown
   - inadequate/inefficient snow removal and street cleaning
   - poor maintenance of streets (potholes)
   - more paving
   - sidewalks needed on both sides of streets
   - effectiveness of cold mix questioned
   - lanes narrow, dusty, poorly maintained

5. 11% TRAFFIC AND PEDESTRIAN CONTROL AND PARKING
   - traffic lights needed at: Provincial Building corner, 100 Avenue and 107 Street, 104 Street and Highway 18
   - better pedestrian crossings needed over highways and railway
   - poor pedestrian control
   - speeding in residential areas
   - poor downtown parking
   - high traffic through main part of Town
   - traffic congestion
   - parking not controlled on residential streets

6. 11% VACANT PROPERTIES AND EMPTY LOTS
   - empty lots full of weeds and junk
   - old, dilapidated buildings downtown

7. 4% TOWN STAFF
   - bylaws not enforced
   - use of Town trucks after hours by staff
   - need better training in heavy duty equipment
   - Town overstaffed

8. 2% GARBAGE
   - more frequent pick-up
   - garbage burning in Whissellville
   - late night and early morning garbage burning
   - dump hours

9. 2% POST OFFICE
   - inadequate and inefficient
   - need centrally located mailbox for tourists

10. 2% EXPAND DAYCARE

11. 2% TOWN/M.D. COOPERATION
   - no incentive to work together
   - should hire locally
   - ambulance should be municipally run

12. 2% POOR TOWN PLANNING
   - auction and large church in residential areas

13. 4% OTHERS
   - more downtown lighting and lights out to trailer park
   - town signs inadequate; need sign showing downtown area
   - poor water drainage and flooding
   - taxes too high
   - need downtown public washrooms
   - need Town bus service
   - fair grounds and arena (arena poorly maintained, poor Town support of fair, need to expand fair grounds
   - high rents
   - poor pet control
   - better park maintenance
   - fire coverage to rural areas

Westlock Shopper Survey, Westlock and District Chamber of Commerce, 1984.

Appendix 4
SHOPPER – 16

Shopper Questionnaire

The following is a survey conducted by the Westlock Chamber of Commerce for the purpose of identifying certain needs in our community. From the results of this survey it will enable the Chamber of Commerce and the Economic Development Committee of Westlock to further improve the availability of goods and services to the citizens of Westlock and the surrounding communities. Please take a few moments of your time to answer the following questions.

1. Your residence. Please check one:
   Rural ☐ Urban ☐

2. Which Town or City do you most often go for:

	Westlock	St. Albert	Edmonton	Other
Banking	☐	☐	☐	☐
Beauty Salons	☐	☐	☐	☐
Contractors	☐	☐	☐	☐
Curling	☐	☐	☐	☐
Dentist	☐	☐	☐	☐
Doctor	☐	☐	☐	☐
Entertainment	☐	☐	☐	☐
Floral Needs	☐	☐	☐	☐
Golfing	☐	☐	☐	☐
Holidas Trailers RV's Boats	☐	☐	☐	☐
Hospital	☐	☐	☐	☐
Ice Arena	☐	☐	☐	☐
Insurance	☐	☐	☐	☐
Library	☐	☐	☐	☐
Laundry & Dry Cleaning	☐	☐	☐	☐
Liquor	☐	☐	☐	☐
Movies	☐	☐	☐	☐
Post Office	☐	☐	☐	☐
Restaurants	☐	☐	☐	☐
Swimming Pool	☐	☐	☐	☐
Vehicle Sales	☐	☐	☐	☐
Vehicle Servicing	☐	☐	☐	☐
Veterinarian	☐	☐	☐	☐

3. Where do you usually buy:

	Westlock	St. Albert	Edmonton	Other
Hardware	☐	☐	☐	☐
Lumber	☐	☐	☐	☐
Liquor	☐	☐	☐	☐
Drugs	☐	☐	☐	☐
Groceries	☐	☐	☐	☐
Clothing	☐	☐	☐	☐
Shoes	☐	☐	☐	☐
Furniture	☐	☐	☐	☐
Major Appliances	☐	☐	☐	☐
Home Entertainment (VCR, TV, Stereo) (if applicable)	☐	☐	☐	☐
Farm Machinery	☐	☐	☐	☐
Fertilizers	☐	☐	☐	☐
Grain Elevators	☐	☐	☐	☐
Livestock Market	☐	☐	☐	☐
Machinery Parts	☐	☐	☐	☐

4. On the average, how often do you shop in Edmonton?
   Monthly ☐ Weekly ☐ Seldom ☐ More Often ☐

5. What particular goods or services do you purchase in Edmonton on a regular basis? Why?

	Price	Availability	Selection	Other

6. In your opinion, what other goods or services, businesses, etc. are needed in the Town of Westlock? (e.g. book store, art shop, butcher shop, music shop, other)

7. What additional recreational facilities should the Town of Westlock have? Please comment.

8. What industry would you like to see located in the Town of Westlock or Westlock area?

9. In general, how satisfied are you with our police department?
   Very satisfied ☐ Dissatisfied ☐ Fairly Satisfied ☐

10. Are there any problems not mentioned you think the Town should be concerned with?

If problem mentioned
Would dealing with these problems be worth an increase in taxes?
Yes ☐ No ☐

11. Are you satisfied with the education system and facilities in our Town?
    Yes ☐ No ☐
    Comment

12. What newspaper do you most often read?

13. What radio station do you most often listen to?

14. Are you satisfied with the way the library is operated in the Town?
    Yes ☐ No ☐
    Comment

Please return your completed questionnaire to any of the following before October 6, 1984:
Town Office IGA Mall Co-op Mall
Lindahl's Supermarket A & M Store Any Drugstore

$100.00
CASH DRAW

In appreciation of your cooperation in completing this questionnaire, the Chamber of Commerce is offering a draw for a cash prize of $100.00. To be drawn on October 6, 1984. Please fill out and deposit at drop off centers with your completed questionnaire.

Name

Phone